Figure 1

100 ⟹ Typical Internet Network Configuration

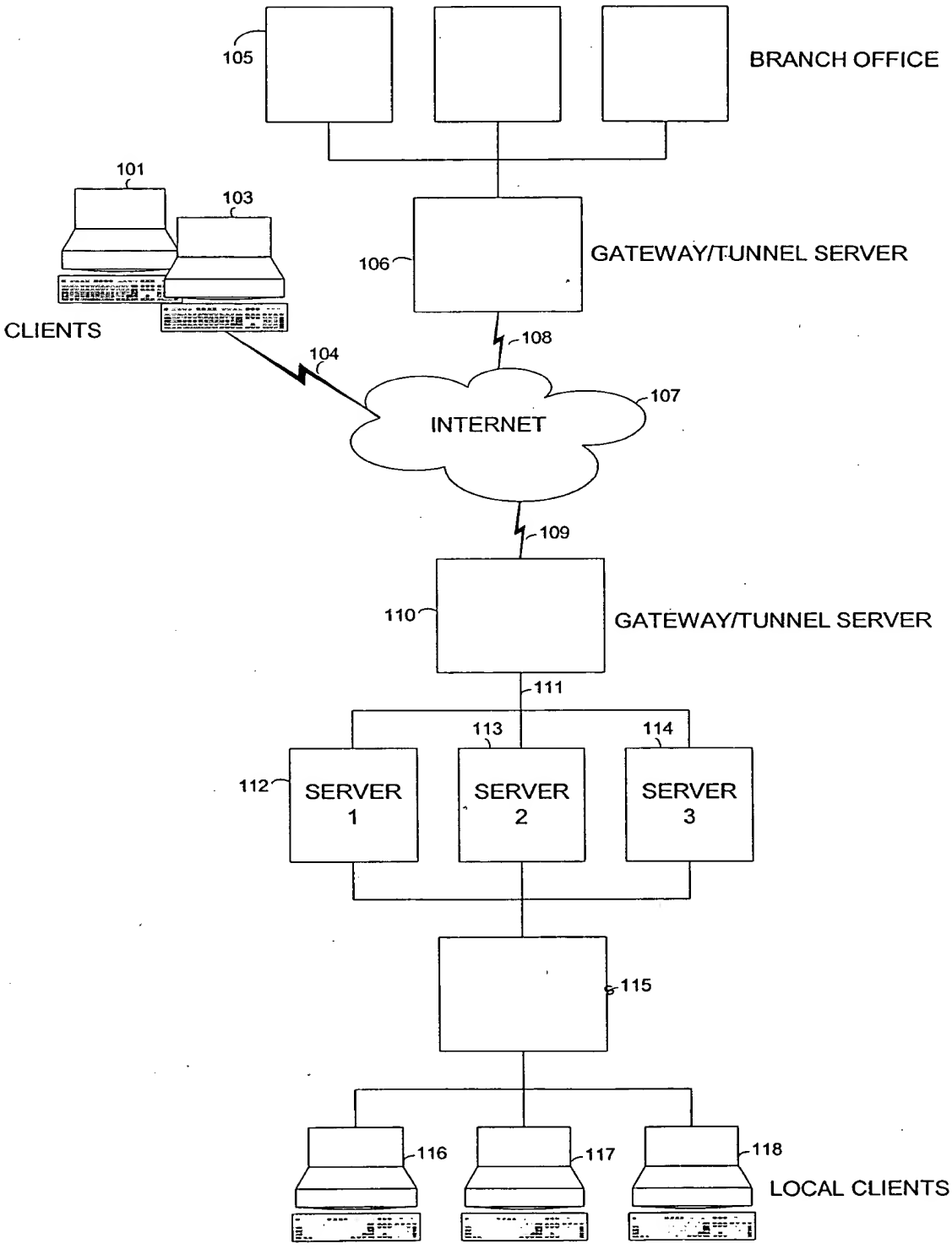


Figure 2

200 Typical General Purpose Computer/

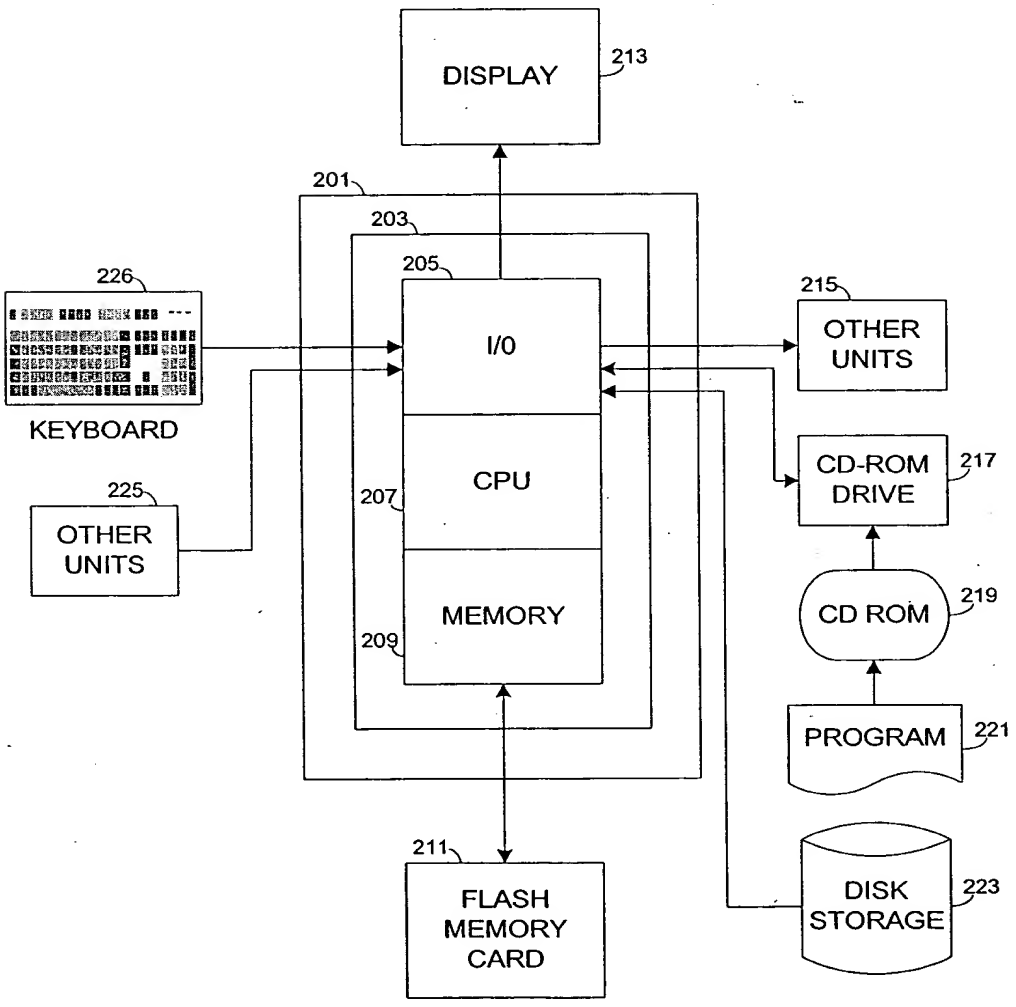
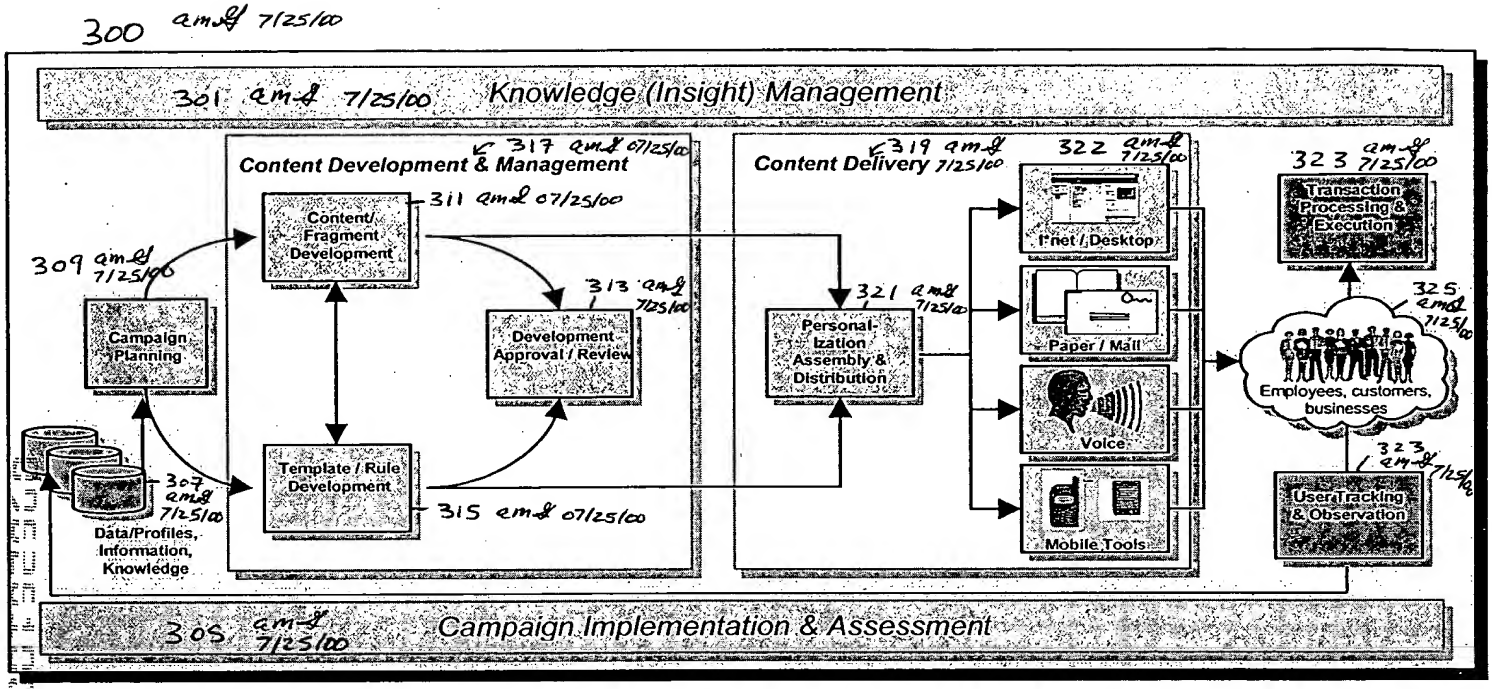


FIGURE 3


300
301 Knowledge (Insight) Management
Content Development & Management
317
311
Content/ Fragment Development
309
Campaign Planning
313
Development Approval / Review
307
Data/Profiles, Information, Knowledge
Template / Rule Development
315
Content Delivery 7/25/00
319
321
Personal-ization Assembly & Distribution
322
I*net / Desktop
Paper / Mail
Voice
Mobile Tools
323
Transaction Processing & Execution
325
Employees, customers, businesses
User Tracking & Observation
305
Campaign Implementation & Assessment

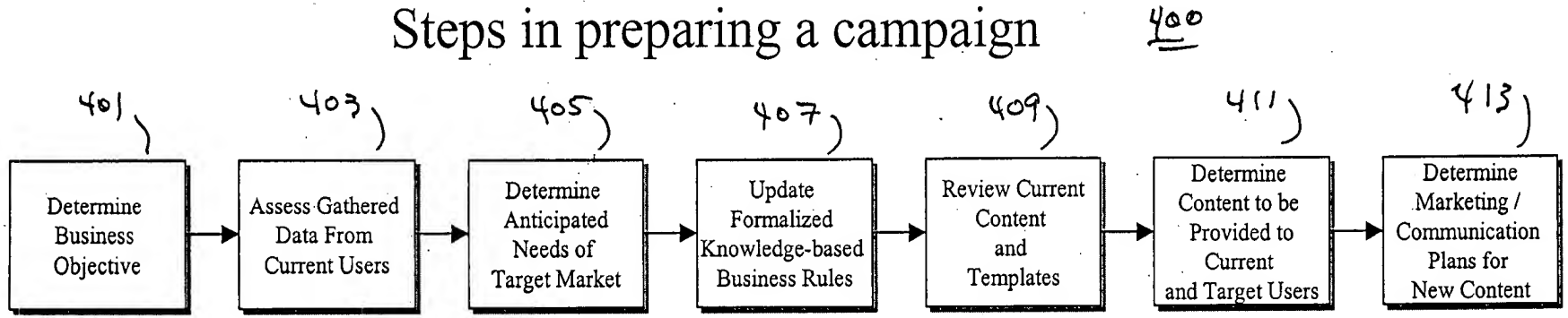

Steps in preparing a campaign
400
401
Determine Business Objective
403
Assess Gathered Data From Current Users
405
Determine Anticipated Needs of Target Market
407
Update Formalized Knowledge-based Business Rules
409
Review Current Content and Templates
411
Determine Content to be Provided to Current and Target Users
413
Determine Marketing / Communication Plans for New Content

FIGURE 4

Steps for content development

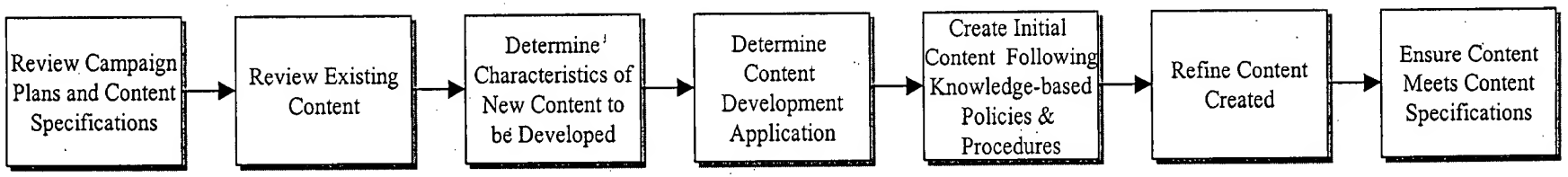


FIGURE 5

Steps for preparing templates

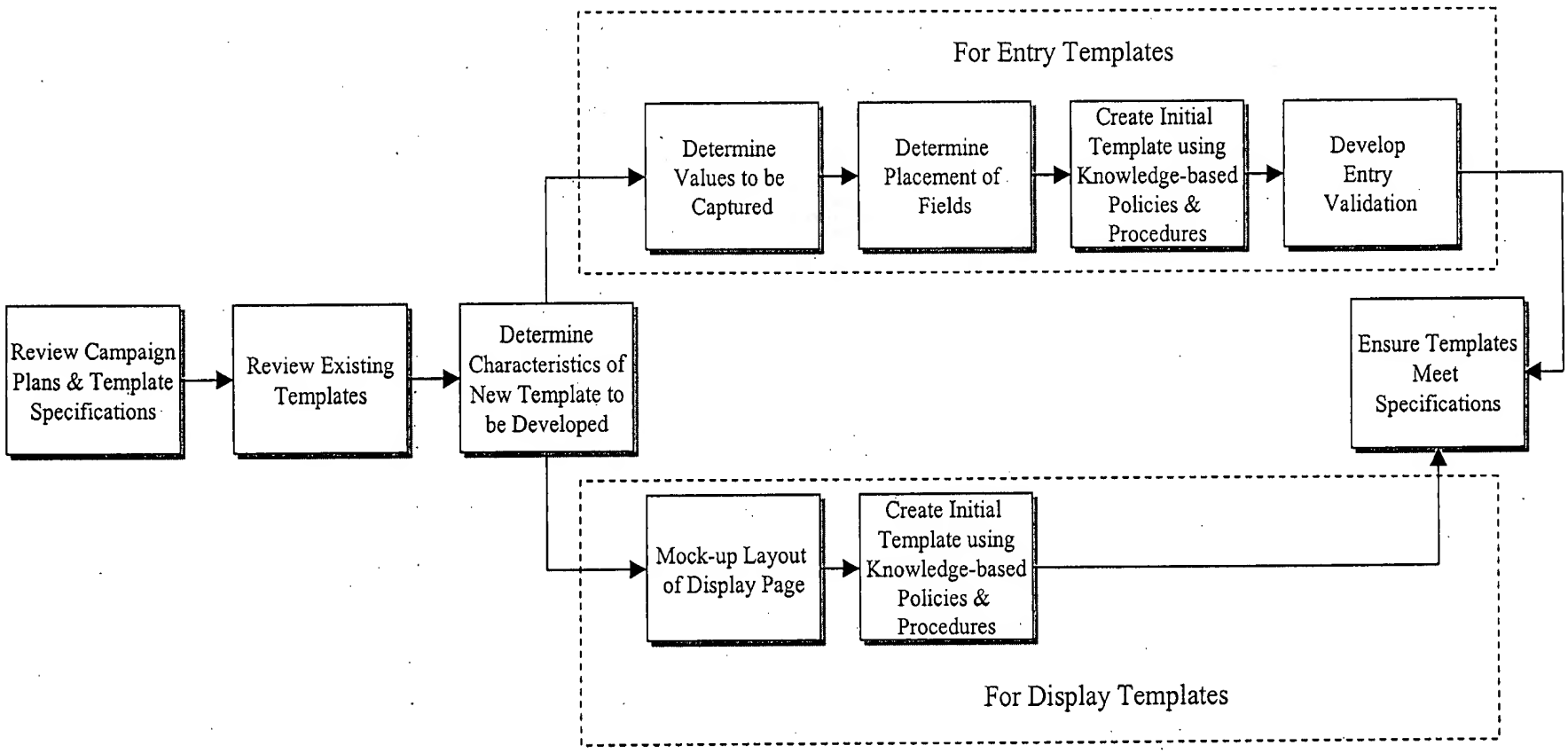


FIGURE 6

Exemplary Data Structure for Profile

Field	Type
ID	INT
IP_ADDRESS	VARCHAR
USER_NAME	VARCHAR
FIRST_ACCESS	TIME/DATE
LAST_ACCESS	TIME/DATE
TOTAL_ACCESSES	INT
TOTAL_CLICKS	
TOPIC_A_CLICKS	INT
TOPIC_B_CLICKS	INT
TOPIC_C_CLICKS	INT
TOPIC_D_CLICKS	INT
.	.
.	.
.	.

FIGURE 7

Simple example of the process of conversion from tacit to explicit knowledge

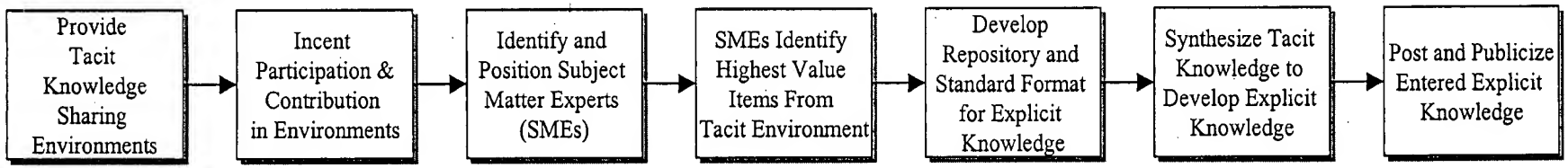


FIGURE 8